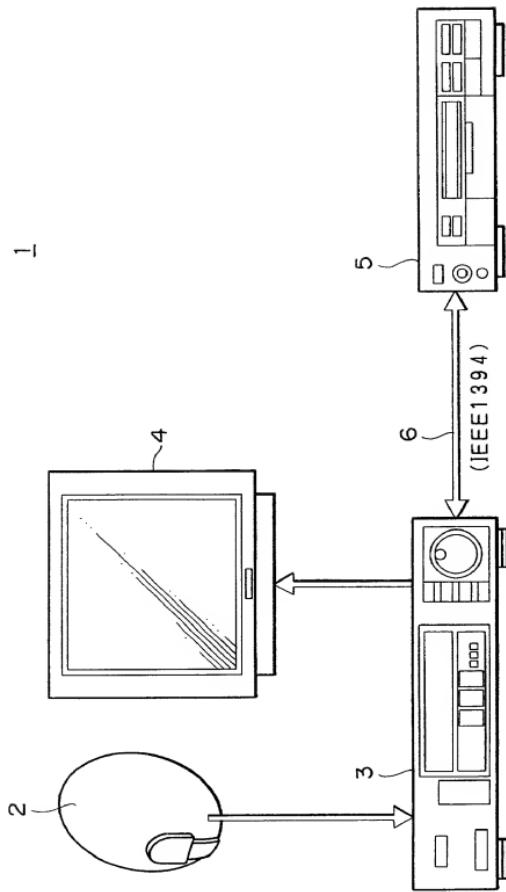


FIG. G.1



3 FIG. 2

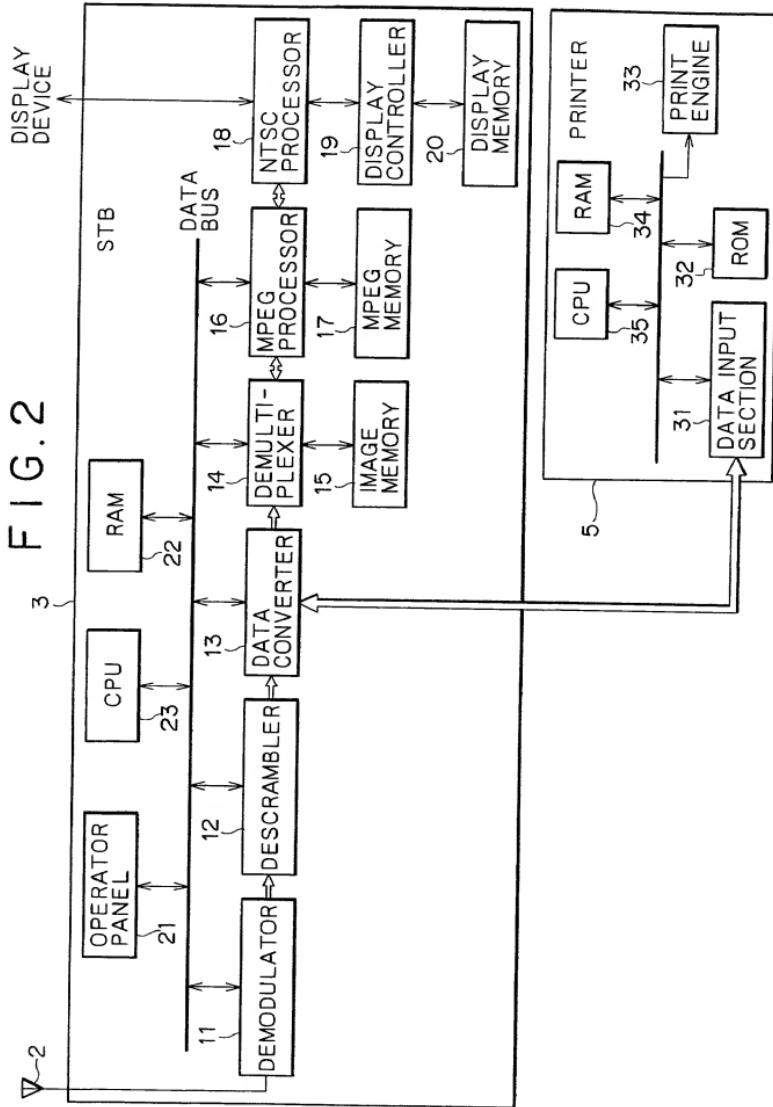
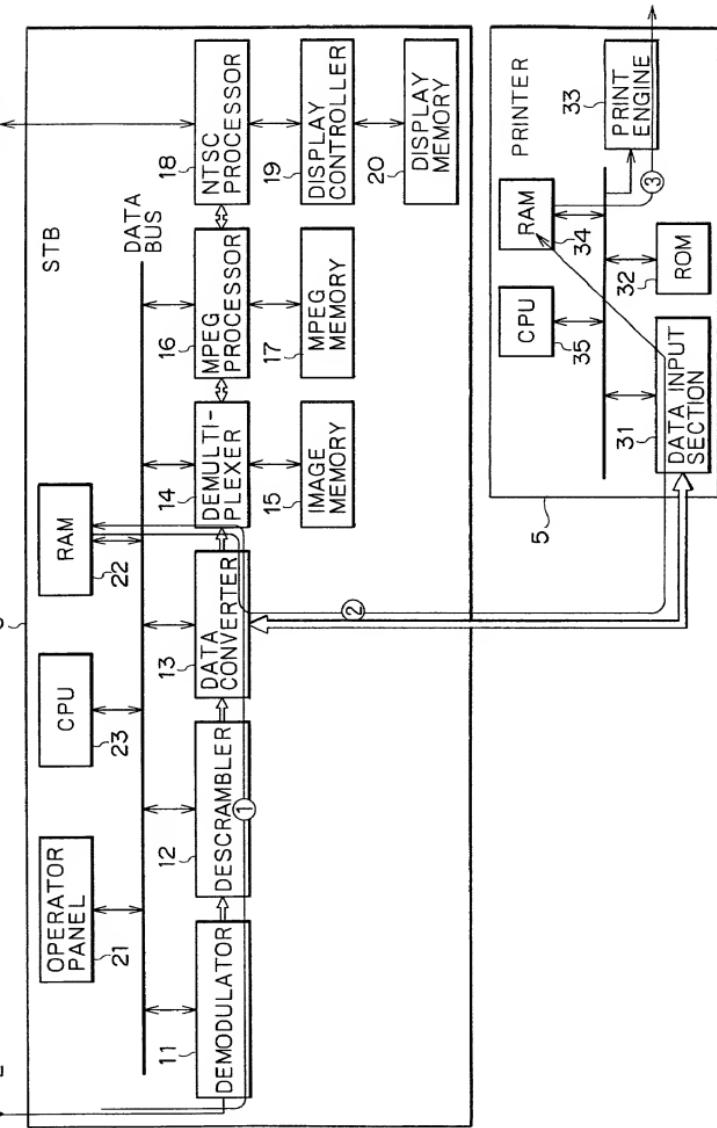


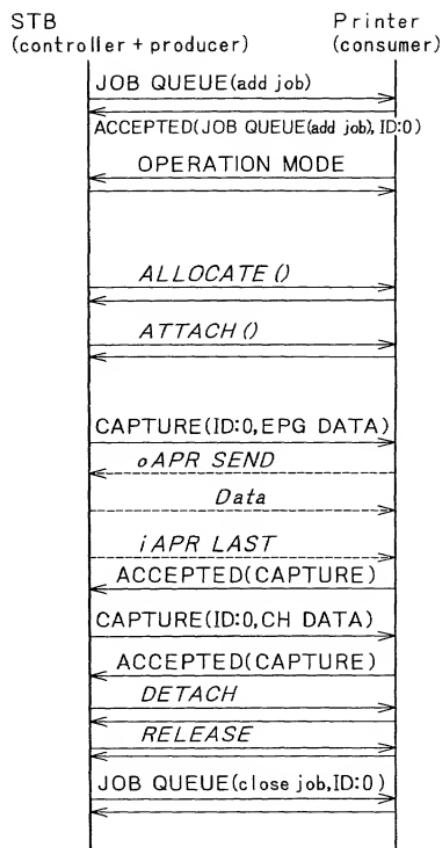
FIG. 3

DISPLAY
DEVICE

2



F I G. 4



F I G. 5

The diagram illustrates the mapping of fields from a string representation to a database table row. The string is:

"BT_g", 724, 1999.06.23, 5:00, 0:30, "ULYSES31#16", "ANIMATION", "Y", "Y"

This string is mapped to the following table structure:

TYPE	CH NO.	DATE	START TIME	DURATION	ON NAME / EIT	USER NIBBLE 1	USER NIBBLE 2	RATING	PPV FEE	DM CONTRACT CH	PREFERENCE CH
EIT_p	724	1999.06.23	5:00	0:30	ULYSES 3 1#16	ANIMATION				Y	Y
EIT_g	724	1999.06.23	5:00	0:30	ULYSES 3 1#16	ANIMATION				Y	Y
EIT_d	724	1999.06.23	5:00	0:30	ANIMATION				16TH STORY (CHLINE)	Y	Y
	(unsigned short int) DD	YYYY.MM.HH:MM			FULL-SIZE 20 CHARACTERS 95bytes(SJS)		(unsigned char)		FULL-SIZE 400 CHARACTERS 800byte(SJS)	Y or N	Y or N

F I G . 6

Address_Offset	msb	Service_number	lsb
00 00:16			
00 01:16			
00 02:16			
:			
00 29:16			
00 2A:16		logo_type	
00 2B:16		logo_color_y0	logo_color_cb0
00 2C:16		logo_color_cr0	logo_color_y1
00 2D:16		logo_color_cb1	logo_color_cr1
:			
01 71:16		logo_bit_map	

FIG. 7